porters of ground water protection. For instance, the Passaic River Bz Committee has been broadly interested in water issues and has ad< ground water to its list of priorities.

In some cases, however, despite numerous incidents of toxic chem] contamination, the existence of various environmental activists, and ale; lative atmosphere receptive to action no effective ground water protect program emerges or is implemented. Often the leadership of a strong i sonality committed to environmental protection is necessary to catal action. This appears to be the case in Wisconsin and New Jersey, whei number of governors have led their states to develop strong environmer protection programs that include innovative ground water protection pro aches. In other situations, the leadership of scientists knowledgeable the area has been important.

Maintaining Momentum

Public and media attention to issues tend to go in cycles; what exc today may bore tomorrow, and what is front page news one year may dr no media attention the next. Because of the cyclical nature of issue att tion, it is important for success that ground water protection be institute alized through the passage of laws and the establishment of organization carry out programs. The momentum of programs is mostly likely to be s tained when there is a visible organization, such as the state legislature, t performs an oversight function of the program. Strong bureaucratic sl< are necessary to implement programs and to argue successfully for adequ funding and personnel.

At the same time, a strong continuing public education effort is import in carrying out an effective ground water protection program. When th is real awareness of ground water problems and the preventive and remec program that is or can be carried out to deal with them, one can expec strong mandate from the public to carry it out. This is translated into pol cal support for strong regulatory and enforcement activities, and for nee sary government funding.

Conclusions and Recommendations

Successful ground water protection programs emerge from circumstan where political support is mobilized for the passage and implementatioi effective policies. Ground water degradation has been slow in emerging j major health and environmental issue because the resource is generally visible to the public, the ways in which it is linked to land and other resou